

# COMMUNITY HEALTH IMPLEMENTATION STRATEGY

Fiscal Year 2016 -2018



**MUNSON HEALTHCARE**

Charlevoix Hospital

## Overall Goal for the Implementation Strategy

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[Munson Healthcare Charlevoix Hospital](#) (MHCH) is a 25-bed critical access hospital that primarily serves a two-county rural area. Recognizing that accurate health data for rural counties can be difficult to obtain, we participated in a collaborative effort to develop a Community Health Needs Assessment (CHNA). Community focus groups and community and provider surveys in Antrim and Charlevoix Counties were facilitated by the regional health department which resulted in a prioritized grid of health issues and concerns reflecting the current needs and health concerns in the Munson Healthcare Charlevoix Hospital service area. Munson Healthcare Charlevoix Hospital provides access to quality health care for the people of Charlevoix and Northern Antrim counties with a continuing goal of increasing the health of the community. Our hospital provides community benefit by focusing its implementation plan on the identified community health needs. We have utilized our key strengths and honed our existing programs, all the while, keeping a clear vision of our organizational mission of fulfilling the community health needs assessment by educating and positively impacting the health of the community in which we serve.

## How the Implementation Strategy Was Developed

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A Steering Committee comprised of healthcare professionals within our hospital system as well as community partners developed an Action Plan that aligns with our core principles for community health (improve access to care especially for uninsured and underinsured, youth and elderly, and to focus on chronic disease prevention and management). The following plan was presented and approved by the Munson Healthcare Charlevoix Hospital of Directors. Additionally, participant survey input from our three largest community outreach programs: MHCH Wellness Wednesday Program, MHCH School Nurse Program, and the MHCH Wellness Workshop was a large portion of shaping the plan. These programs provide access to care for over 4,500 students and enumerable community members annually. This collaboration in the CHNA process included area hospitals and community entities and is a representation of partners across a multi-county area which includes the two counties that MHCH serves: Charlevoix and Atrium. The process is utilizing input from focus groups, steering committee representation, informant interviews, and the [Healthy Communities Institute](#).

## Health Needs Not Being Addressed

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Large health needs not addressed by MHCH at this time is substance abuse. Our referrals for substance abuse care that cannot be treated in the primary care setting are typically sent to Munson Medical Center in Traverse City. Our goal is to work with primary care groups to identify opportunities to establish greater access to substance abuse and associated recovery options closer to our service area. Additionally, our hospital does not have the ability to address dental needs at this time, although we do facilitate dental screenings in area school systems through the auspices of our school nurse program. Arthritis was identified as a top five health concern in the “What Matters to you? Community Survey” and at this time MHCH has no program or support group in place, but will explore this further with our Wellness Workshop throughout the coming three years.

## Major Needs

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The CHNA conducted in 2015 identified three significant health needs within Munson Healthcare Charlevoix Hospital's community. Munson Healthcare Charlevoix Hospital will focus on developing and/or supporting initiatives and measure their effectiveness, to improve the following three significant health needs identified in the CHNA process:

- Access to Care
- Chronic Disease
- Maternal Smoking

### CHNA Significant Health Need: Access to Care

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**Goal: To provide increased and varied access to healthcare opportunities which are tailored to the needs of the community served by MHCH**

**Objectives:**

1. By the end of FY18 we will have a sufficient Primary Care base to meet the health care needs of our service area
2. By the end of FY16 we will provide behavioral health services in both the Charlevoix and Boyne City communities
3. By the end of FY17 we will design and implement a new transportation call center at the MHCH Wellness Workshop to facilitate healthcare-related transportation to those with the greatest need
4. By the end of FY17 we will implement a volunteer ride program to facilitate access to primary care or specialty providers
5. By the end of FY18 we will continue to provide access to the care of a registered nurse where previously there was none to over 3,400 area school children annually between the ages of 4-18 years through the MHCH School Nurse Program
6. By the end of FY 2017 we will Increase the low-cost biometric health screening program, Wellness Wednesday and increase offerings in Charlevoix from twelve times per year to forty-eight at the new Wellness Workshop in downtown Charlevoix and continue expanded low-cost biometric health screenings offerings in Boyne City and East Jordan

**Actions:**

1. Continue to recruit and retain Primary Care, Specialty, and Mental Health Providers as needed to meet the need of the community members
2. Establish a committee to design and implement transportation program
3. Continue to meet the needs of area school children
4. Expand Wellness Wednesday program to meet community needs

**Anticipated Impact:** To improve the efficiency, effectiveness, and access to an ever-widening range of care options to the community that MCHC serves, especially those with the greatest needs. To provide a varied range of Primary Care and Specialty healthcare services with added transportation options to the community served by MHCH.

## CHNA Significant Health Need: Chronic Disease

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**Goal: Implement Diabetes Prevention Program, expand Wellness Wednesday Program and employee-based wellness programs to both hospital and area businesses**

**Objectives:**

1. To educate businesses on benefits of employee wellness and assist in identifying opportunities through MHCH Work-Right Biometric Health Screening Program
2. By the end of FY17 we will provide diverse program offerings for health education and disease prevention on a weekly basis, tailored to the needs of the community
3. To promote prevention of heart disease, high cholesterol, obesity, and diabetes through the Wellness Wednesday Program. By the end of FY18 we will increase those who participate by 30%
4. By the end of FY17 we will promote healthy lifestyle education and awareness for those with prediabetes
5. By the end of FY17 we will expand our chair yoga classes and provide chair strengthening classes to area seniors at our Wellness Workshop
6. By the end of FY17 we will expand yoga class offering from twice weekly to four times weekly
7. Continue annual MHCH 5K Family Turkey Trot, to encourage family exercise, by the end of FY18 participation will increase by 20%

**Actions:**

1. Offer monthly diabetic support groups
2. Offer one free Wellness Wednesday biometric health screening to Employees yearly
3. Continue to offer lunch-and-learns to community with expanded topics tailored to the needs and requests of area businesses
4. Train educators in Diabetes Prevention Program (DPP) through the Center for Disease Control and begin pre-diabetes classes in January 2017 – offer classes weekly
5. Expand outreach to area businesses and provide MHCH Work-Right information regarding free Lunch-and-Learn opportunities to increase employee health and awareness
6. Offer A1C testing at a reduced cost through our Wellness Wednesday Program. Continue to offer blood glucose screenings and quickly link newly found diabetic to PCP for follow-up care.
7. Cooking demonstrations and information sessions for healthy eating through the auspices of the School Nurse Program and the Wellness Workshop
8. Expand healthy cooking class options for all ages
9. Offer lunch and learns to hospital employees and expand into community offering

**Anticipated Impact:** Through our Community Education outreach, we will increase awareness about chronic disease management and prevention with the goal of elevating the health those in the community that we serve. We anticipate to see a reduction in the complications of diabetes, heart disease, and obesity.

## CHNA Significant Health Need: Maternal Smoking

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**Goal: To decrease number of pregnant women who smoke in the community**

**Objectives:**

1. By the end of FY17 we will have regularly scheduled smoking cessation education classes in the MHCH Wellness Workshop
2. By the end of FY17 we will have a smoking cessation support group in place
3. To host and support efforts for local smoking cessation programs to area business through the MHCH Work-Rite Program by the end of FY18

**Actions:**

1. Coordinate with area schools through MHCH school nurses to promote smoking awareness campaigns to reduce likelihood of adult smoking
2. Host and support efforts for local smoking cessation programs to area business through the MHCH Work-Rite Program
3. Continue to promote and provide free Lunch-and-Learn Smoking Cessation Classes to area businesses
4. Continue to emphasize smoking cessation within our Countdown to Childbirth classes
5. Promote the State of Michigan Tobacco Quit Line for pregnant and postpartum women
6. Educate health providers on evidence-based strategies for treating tobacco dependence
7. Host and support efforts for local smoking cessation programs

**Anticipated Impact:** MHCH seeks to raise community awareness regarding the complications and impact of maternal smoking in pregnancy with the anticipated impact of decreasing the rate of smoking in the community.

## Support for Other Identified Community Health Needs

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Munson Healthcare Charlevoix Hospital is also meeting other identified community health needs with existing programs or as a partner in many collaborative community efforts. Munson Healthcare Charlevoix Hospital recognizes that it is not always the appropriate leader of an activity and therefore seeks to promote efficient use of resources by partnering and avoiding duplication of services. It is important to note many of the following are community benefit or community building activities.

- SAFE in Northern Michigan
- Leadership Charlevoix County
- Community Mental Health Suicide Prevention Task Force
- Diabetes Prevention Program
- BASES
- Project Connect

## Next Steps

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For each of the priority areas Munson HealthCare Charlevoix Hospital will work with community partners to:

- Continue to identify any related activities being conducted in the community that can be built upon
- Build support for the implementation strategy within the community and among other health care providers
- Execute the action plans as outlined

This implementation strategy specifies community health needs that the Hospital has determined to meet in whole or in part and that are consistent with its mission. The Hospital reserves the right to amend this implementation strategy as circumstances warrant. For example, certain needs may become more pronounced and require enhancements to the described strategic initiatives. During the three years ending, other organizations in the community may decide to address certain needs, indicating that the Hospital then should refocus its limited resources to best serve the community.

## Approval

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CHNA and Implementation planned approved at the October 2016 Board of Director's Meeting.